

**MULTIMEDIA**



**UNIVERSITY**

**STUDENT IDENTIFICATION NO**

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# **MULTIMEDIA UNIVERSITY**

## **FINAL EXAMINATION**

**TRIMESTER 3, 2017/2018**

### **BMR2024 – UNDERSTANDING CONSUMERS**

(All sections / Groups)

6 June 2018

9.00 a.m. to 11.00 a.m.

(2 Hours)

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#### **INSTRUCTIONS TO STUDENT**

1. This question paper consists of 1 page with 5 Questions only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the answer booklet provided.



**Short Essay**

Answer **ALL** questions

**Question 1**

- a) Define the term 'consumer behaviour' with relevant example.

(5 marks)

- b) Explain **FIVE (5)** types of demographic segmentations often used in analyzing consumer behaviour.

(15 marks)

(Total: 20 Marks)

**Question 2**

- a) Define consumer ethnocentrism with relevant examples.

(5 Marks)

- b) Discuss **FIVE (5)** types of self-images often recognized in consumer behavior.

(15 Marks)

(Total: 20 Marks)

**Question 3**

Discuss the concept of "Behavioural Economics" and its influence to consumer behaviour and consumer decision making.

(20 Marks)

**Question 4**

Humor appeal is frequently used in advertisements. Discuss **FIVE (5)** evidences of humor that will increase the acceptance and persuasiveness of advertising communications.

(20 marks)

**Question 5**

Discuss Theory of Reasoned Action (TRA) in relation to consumer behavioural studies. Explain the additional construct to the original TRA which forms the Theory of Planned Behaviour (TPB).

(20 Marks)

**End of Question Paper.**